

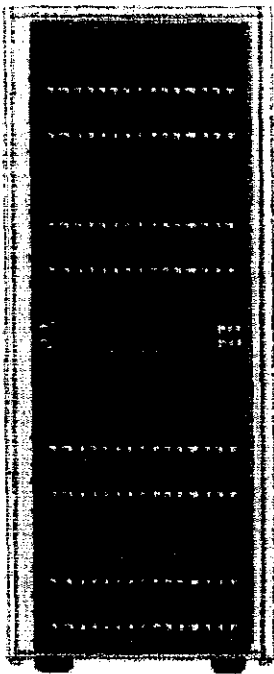
*** Slip Sheet ***

The acquisition of Controlled is consistent with Liberty's stated goal of converting minority interests or passive investments into controlling or strategic equity positions. In this regard, the sports programming provided by the RSNs broaden the scope of Liberty's video content offerings, which currently include, for example feature films, home shopping and game shows. In addition, DTV allows Liberty to return to the domestic video distribution business. This is believed to be synergistic with our content offerings and will allow us to compete more effectively with other content providers that already own distribution or have more extensive content offerings. We also believe that our experience and expertise in the areas of interactive television, broadband access, and interactive commerce, as well as our recent expansion (through Starz Media) into the business of producing live action and animated video product, will be valuable in support of DTV's strategic initiatives.

*** Slip Sheet ***

Media Encoding

Media is encoded via the **MediaForge and then automatically transcoded into the appropriate format for delivery.**

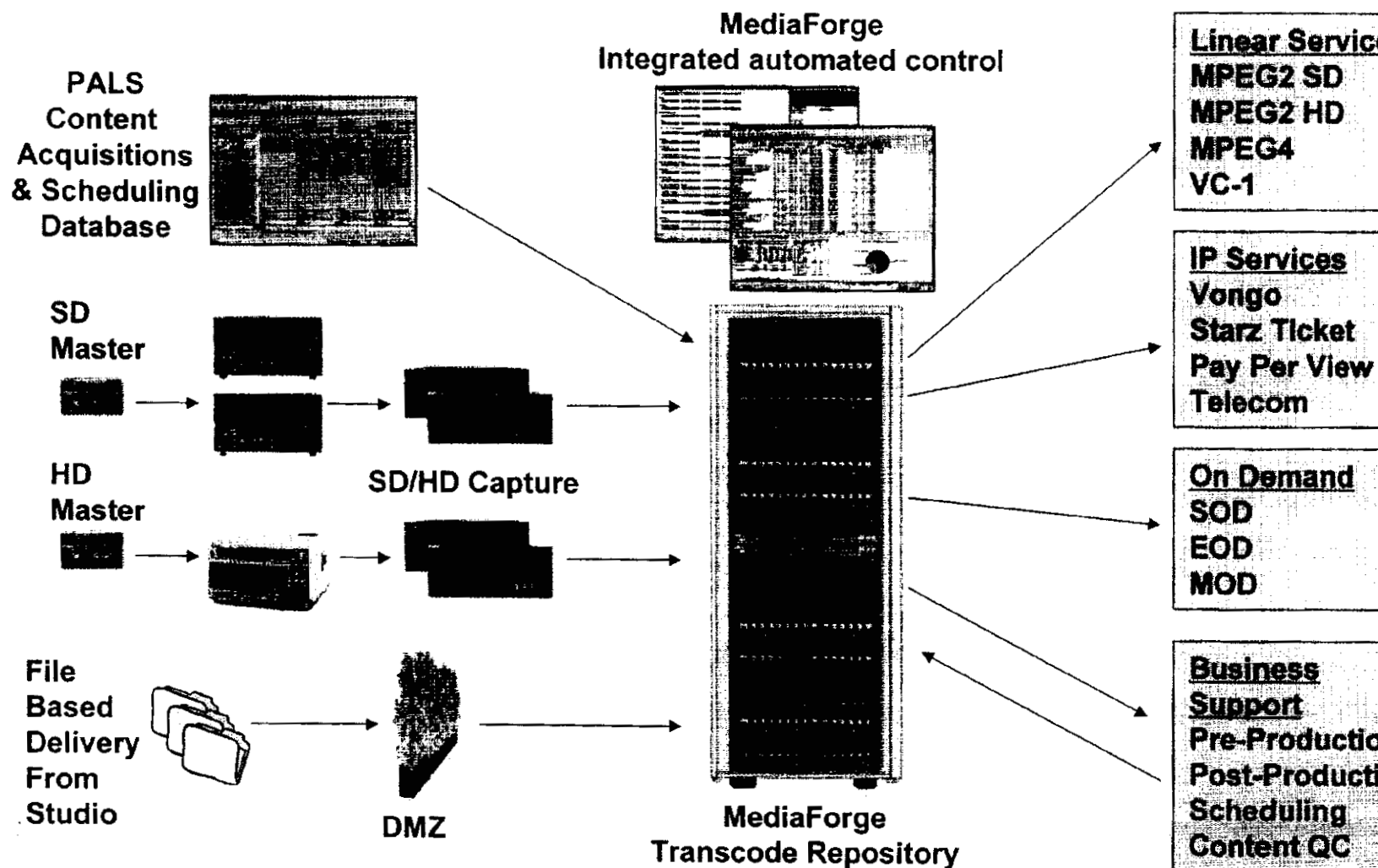


**MediaForge
Transcode Repository**

During the transcode process the following elements are added to the deliverable file:

- English stereo to audio pair 1**
- Spanish or English SAP to audio pair 2**
- Dolby-E 2.0 or Dolby-E 5.1 to audio pair 3**
- Ratings Graphics**
- Ratings Elements**
- Open Elements**
- Close Elements**
- Logo Bugs**
- V-Chip Data**
- CGMS-A Data**
- XDS Data**
- Nielsen Data**
- Watermark**

MediaForge Workflow



*** Slip Sheet ***

• [QVC Homepage](#)



QUALITY
VALUE
CONVENIENCE.

[Shopping Cart](#)

• [My Account](#)

• [Order Status](#)

• [Customer Service](#)

• [Site Map](#)

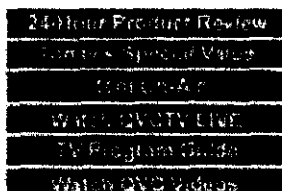
• [Gift Cards](#)



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FAST FACTS

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- [Key Departments](#)
- [Meet the Hosts](#)
- [Milestones](#)
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- QVC Studio Park is located in West Chester, Pennsylvania (30 miles west of Philadelphia).
- QVC is the leader in electronic retailing, reaching approximately 96% of all U.S. cable homes, as well as nearly 25.3 million satellite homes equating to over 160 million homes worldwide.
- QVC employs approximately 16,900 employees worldwide.
- In 2005, QVC received more than 178 million phone calls in the U.S. alone. The record for calls handled in a 24-hour period is 1,246,387, set on April 8, 2006. Over the past 19 years, QVC has shipped over 890 million packages to more than 26 million customers. Annually, QVC ships more than 100 million packages.
- In 2001, QVC achieved its best sales day ever with over \$80 million in orders taken. A Dell Intel Pentium IV personal computer was the most popular item on QVC's most successful day in its 19-year history.
- In terms of revenue, QVC is ranked the 2nd largest television network in the U.S. after CBS (according to 2005 revenue estimates in *Broadcasting & Cable*).
- QVC broadcasts live 24 hours a day, 364 days a year, and introduces over 1,600 products every week to viewers in over 87 million homes across the United States. Of those 1,600 products, 250 of them are brand new to the QVC customer.
- With 2005 net sales totaling more than \$6.5 billion, QVC is now significantly larger than many well-established traditional retailers like Bloomingdale's and cataloguer L.L. Bean.
- In 2005, QVC shipped over 137 million units worldwide.
- Of the nearly 10 million U.S. customers who shopped with QVC in 2005, over 2 million were shopping with us for the first time.
- Over the past 12 years, QVC and the Fashion Footwear Charitable Foundation's "Shoes on Sale" event has sold over 1,000,000 pairs of shoes and raised more than \$22 million for breast cancer research and education programs.
- QVC's worldwide corporate headquarters, more commonly known as Studio Park, sits on 84 acres of land and the building is roughly the size of 15 football fields.
- QVC's worldwide warehouse space is the size of approximately 85 U.S. football fields.
- The emergency electric generators for Studio Park could supply enough electricity to power almost 3,000 typical residential homes.

- QVC's buying staff of more than 100 people searches the world for quality merchandise. Product categories include: Home, Electronics, Cooking and Dining, Collectibles, Health and Fitness, Beauty, Books, Movies and Music, Jewelry, Fashion and more.
- QVC's high-tech data center stores as much as 19 terabytes of data. To put it in perspective, it would take 50,000 trees to produce enough paper to print a terabyte of data, and it would take a forest of 750,000 trees to hold what the data center stores.
- QVC's U.S. distribution centers can pack up to 300,000 packages daily and strive to achieve the goal of shipping 95% of packages within 48 hours of taking the order.
- Over the company's 20 years of business, QVC has shipped almost one billion packages.
- QVC.com (U.S. site only) receives an average of 5 million new viewers each month.



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**Shop with
Confidence**

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QVC UK Homepage

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Add QVC to favourites

Shopping
Site map

Beauty Fashion & Accessories Jewellery Craft & Leisure For the Home Home Electronics Garden & DI

24-Hour Product Review

Today's Special Value

Current on-air item

Watch QVC Live

QVC TV Guide

QVC Video Centre

Welcome to QVC's brand-new Mobile service!

Buy the latest products from the UK's favourite shopping channel, no matter where you exciting new QVC Mobile service allows you to browse and buy products on your mobile well as checking the daily special selections and planning your viewing with the TV Guid The service is free, but you should find out about details of your mobile phone operator for accessing the internet.

Categories

Beauty

Fashion & Accessories

Jewellery

Craft & Leisure

For the Home

Home Electronics

Garden & DIY

Clearance

Start shopping straightaway

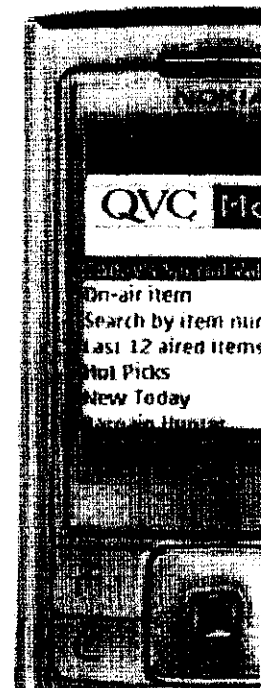
If you're already a QVC member, you can start using the service immediately. Simply text 'Mobile' to 80782 and we'll send you the link. Then, you're free to start shopping, using your existing membership number and PIN. Our User Guide is designed to help first time users, so make sure you take a look.

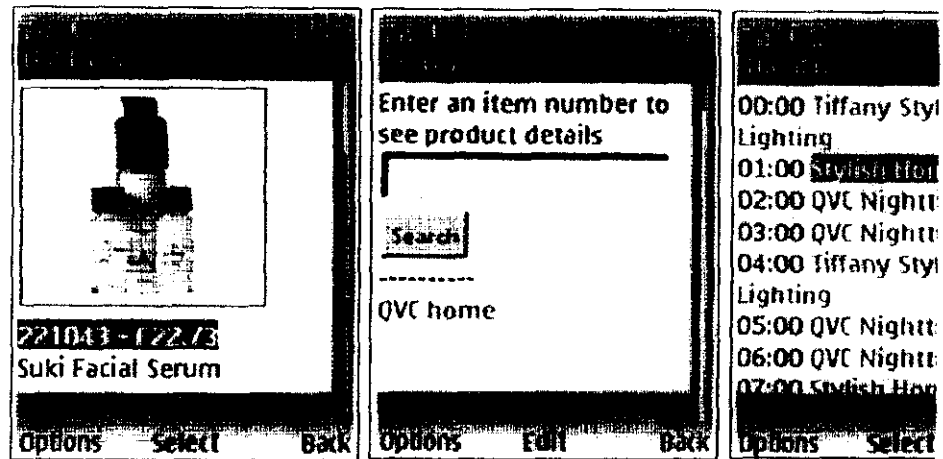
Buy on the move

The service is kept up to date with the latest products and prices. When you've made your selection and placed an order, the item will be delivered to your door – so you really can shop with just your mobile phone!

Our entire range at your fingertips

With QVC Mobile, you can view and buy our Today's Special Value, the current on-air item or the last 12 aired items, Hot Picks, New Today and Bargain Hunter. Plus, if you're looking for a specific product, you can search for it by entering the item number – so simple.

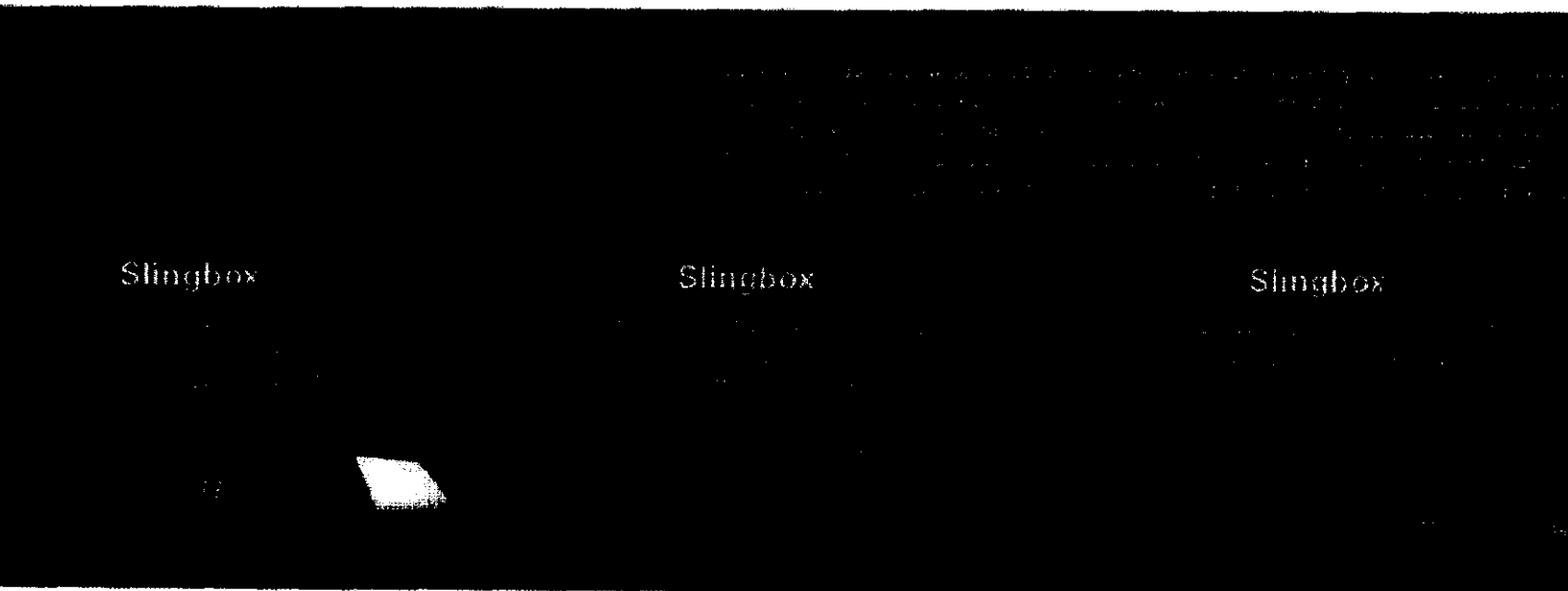




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*** Slip Sheet ***



Made for Slingbox

SlingPlayer

SlingPlayer is the interface that appears on the screen of your computer or mobile device. This pioneering software allows you to watch and control your basic cable with wide-ranging functionality and ease.



SlingStream Technology

SlingStream is the innovative streaming technology that ensures you receive the clearest picture possible at any given location.

SlingLink

The SlingLink™ acts as an extension cord for the Internet by using your home's existing electrical wiring to transmit the ethernet signal from your router to wherever your Slingbox is installed.



HD Connect for Slingbox Pro

The HD Connect is a cable that enables you to watch your home television's HD programming by connecting your HD component device to your Slingbox.

See Slingbox work!

See Slingbox in action through SlingBlogs, an interactive demo that lets you control a live Slingbox online.



Where to buy



The Slingbox family of products enable you to watch and control your TV anywhere you are from virtually any Internet-connected laptop, PDA, or Windows cell phone.



Choose a retailer

or

Select a product...

and enter your zip code below to find the nearest retail store with Slingbox inventory

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Fy1

CABLELABS®

U.S. iTV Competitive Analysis

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1/9/2007

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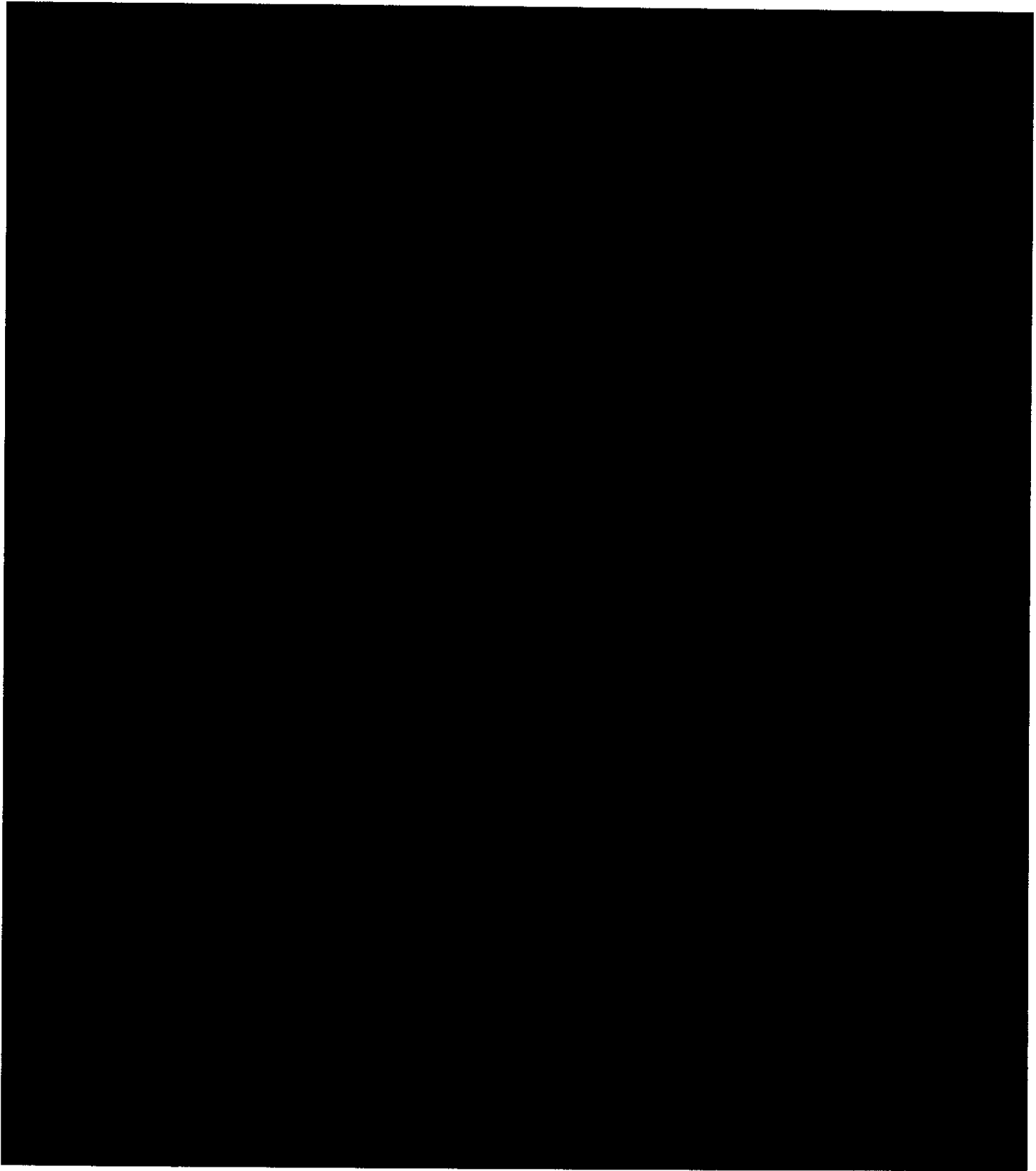
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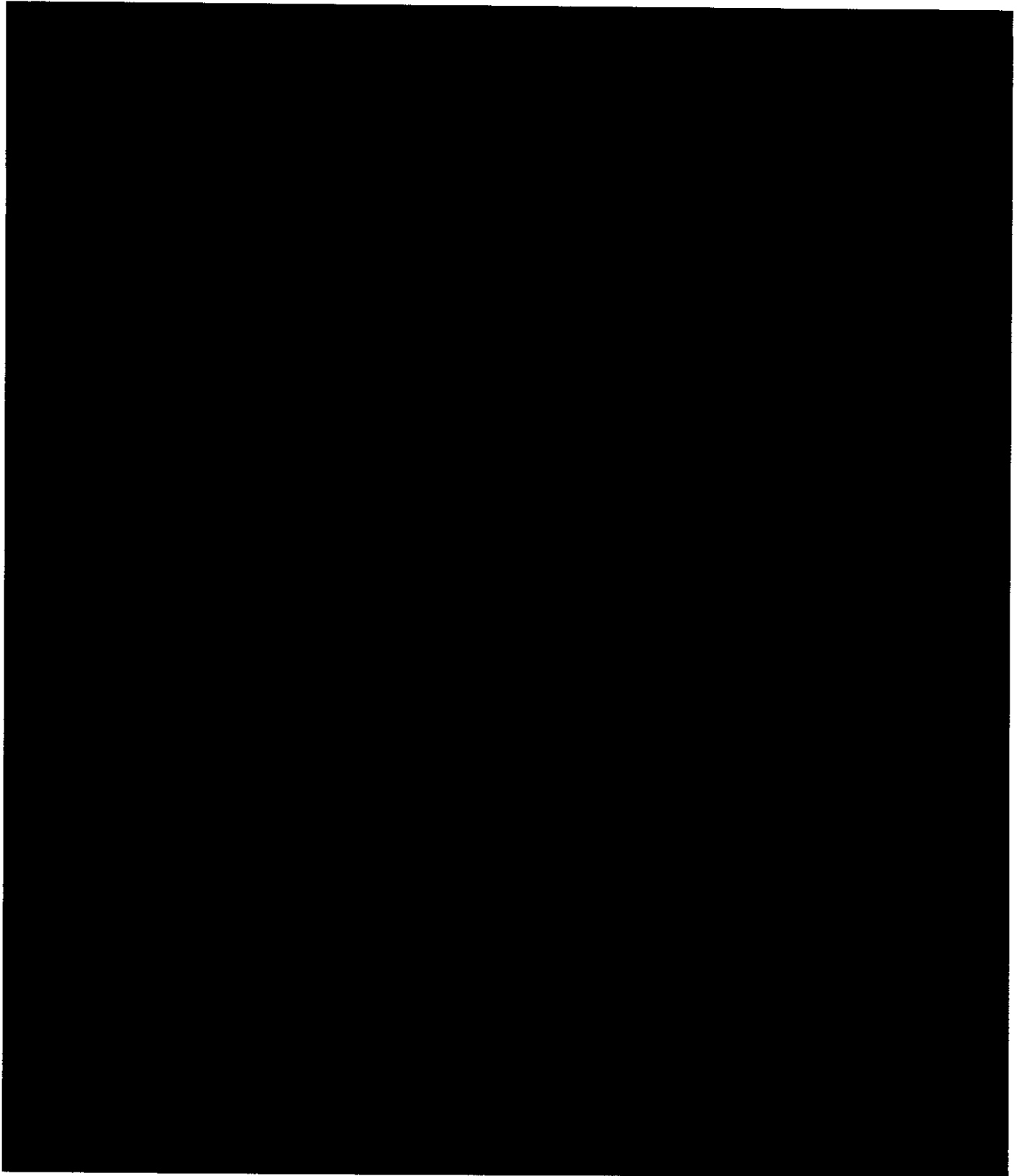
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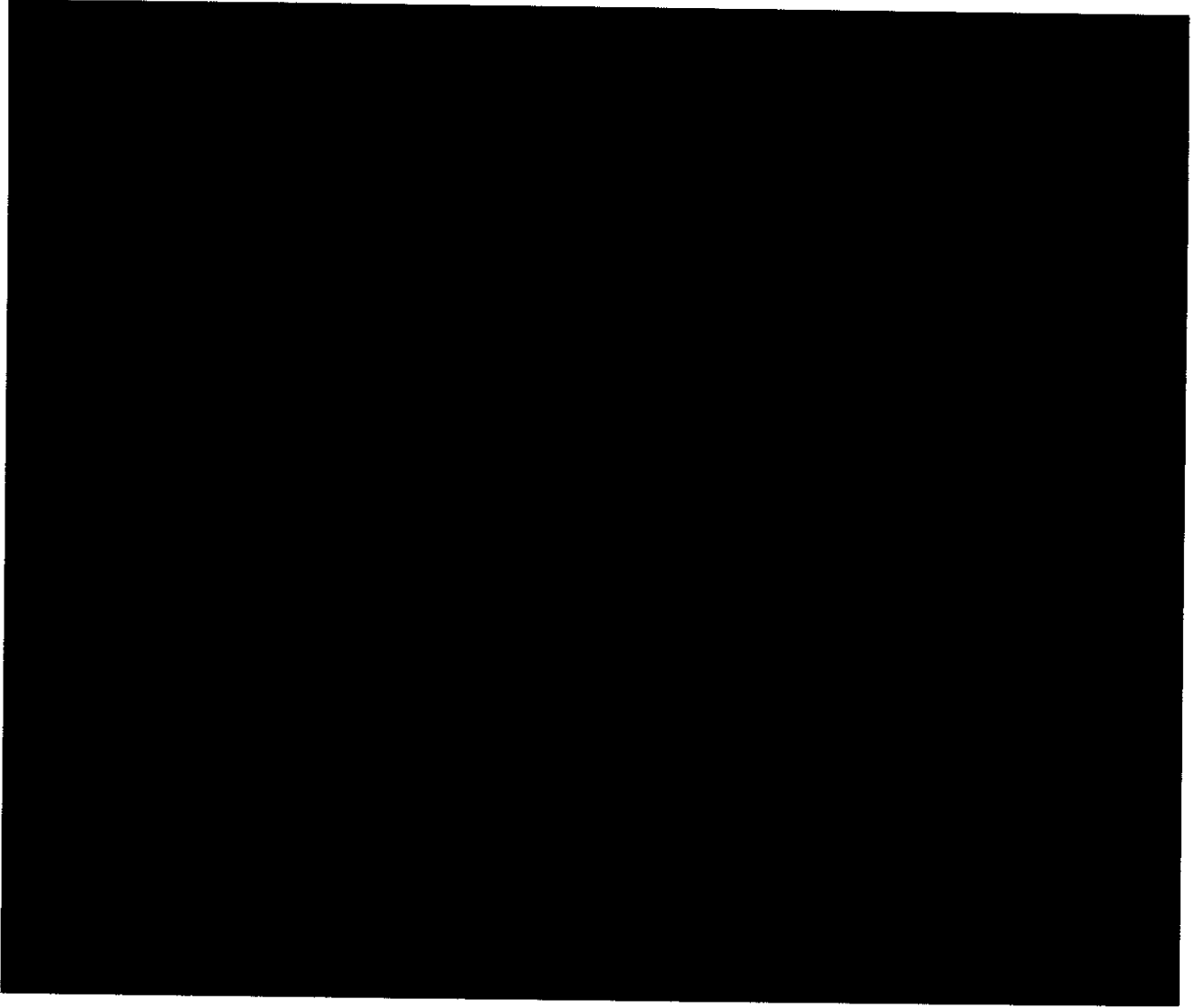
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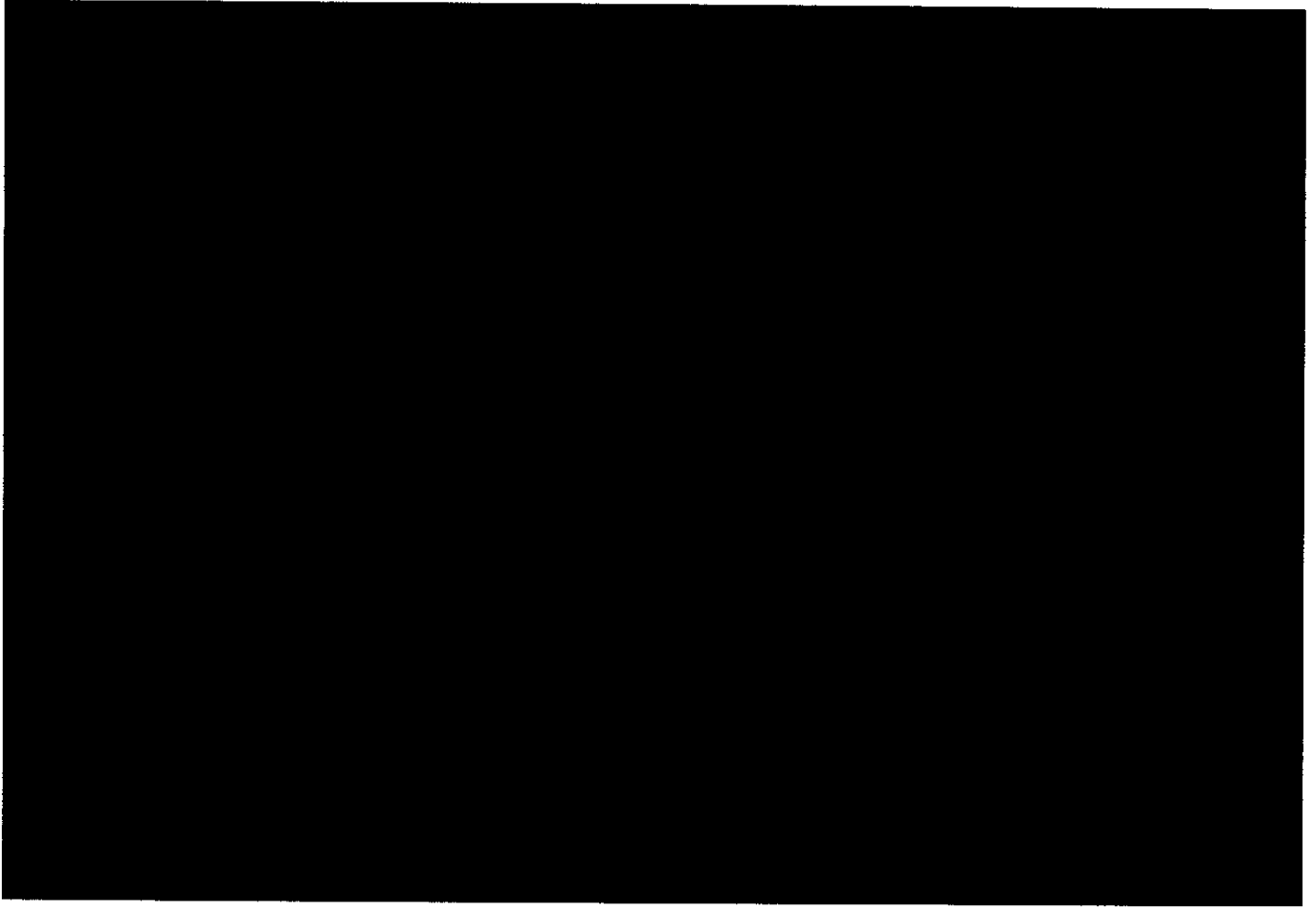


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Competitive Analysis





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